
Fauquier Health System (FHS)

Strategic Plan Overview

Fauquier County Board of
Supervisors Work Session

June 14, 2007

Setting the Overall Strategic Direction

An Enduring Mission; Transformational Vision

MISSION

The mission of FHS is to restore, promote and maintain the health of our community.

VISION

FHS's vision is to be the preferred health system for our community and their physicians by delivering extraordinary patient care and service in an innovative, compassionate healing environment.

Explanation of terminology:

Vision: future aspiration

Preferred: health system of choice

Consumers: residents of Fauquier County and neighboring communities that need and seek healthcare services

Physicians: the trusted professionals consumers look to prevent, detect and treat illness

Extraordinary: unexpected, superior, and distinctive standard of excellence and clinical quality

Patient care and service: consumer and physician-valued clinical services and support systems

Innovative healing environment: fully realized Planetree model of care

Setting the Overall Strategic Direction

Our Strategic Goals—The Desired Result of Our Efforts

Superior Outcomes:

Achieve superior clinical outcomes and patient satisfaction for the services we offer

System of Choice:

Be the health system of choice for consumers, physicians and staff that live and/or work in Fauquier County and neighboring communities

Community Benefit:

Provide demonstrable community benefit to the communities we serve in the form of charity care, education and outreach

Financial Success:

Deliver strong financial performance, and protect the institution's financial assets for future generations

Our Strategic Imperatives

Drivers of Change	Strategic Imperatives
Competitive Position	Develop a differentiated and defensible brand position to drive preference and selection
Culture of Excellence	Create a pervasive culture of excellence that delivers extraordinary care, attention and support to our patients, physicians and staff
Innovative Care Model	Fully evolve FHS's Planetree Model to deliver a unique, differentiated healing environment in which “patients can be active participants and caregivers are enabled to thrive”
Accessible Health Services	Develop new and expanded health services to attract and serve the diverse needs, lifestyles and expectations of consumers
Medical Staff Development	Recruit, retain and support quality physicians to meet the demands of a growing population
Recruit and Retain Best Talent	Recruit, retain and support the development of skilled healthcare providers who deliver quality, personalized care
Corporate Development and Resources	Create the business model, structure, strategic partnerships and capabilities to achieve our vision and goals